

Murray Arts Advisory Board  
Minutes for November 18, 2008

Attendance: Mildred Horton, Judy Baxendale, Jared Shaver, Kathleen Sorenson, Sharon Whitney, Elaine Judd, Galen Campbell, Mary Black, Mary Ann Kirk (staff).  
Excused: Paul Brewer

1. Minutes for October 21, 2008 were approved.
2. Mildred and Kathleen attended the foundation retreat. The committees included grass roots PR, grants, large donor presentations, and legal issues. She thought it was well organized. Several groups discussed naming rights.

Mildred attended the workshop on grassroots PR. Her committee discussed flyers, the web site, and attending performances to announce the campaign. Mildred suggested that the board could help once they determine what needs to be done. Jared and Mildred thought it might be helpful for board members to participate on each of the committees. Mary Ann suggested the board assist with making announcements and sitting with the display at events sponsored by the board such as the after-school musicals and Missoula. Kathleen suggested we develop a flyer that includes the most asked questions for volunteers who will be manning the booths. Mary Ann will follow through with that.

Kathleen noted the committee reviewed the large donors list which needs to be expanded. The presentation shouldn't be too long with a planned program that can be repeated. It should be "classy" but not too extravagant. It would include a packet. The groups should be smaller. Jared asked if specific targets are being discussed for each potential donor. Kathleen said they are not that far yet. Mary Ann noted that the city has asked the foundation to submit a summary of suggested amounts for naming rights. The grant committee is researching grants that could pay for the development costs such as presentation packets and videos.

Mildred said the foundation is waiting for some decisions to be made such as what the county is recommending in their master plan and what groups to include, if any, from surrounding communities in the design elements. Mary Ann said the foundation is being approached by different groups who are interested in space such as the Utah Watercolor Society. Our board may want to meet with the Mayor and City Council to determine how Murray City wants to participate with surrounding communities and/or the county in relationship to the facility.

3. Activities Summary
  - The Halloween literary competition featured 257 entries with 54 winners. About 40 winners read their entries. Mary Ann thanked Jared and his wife for telling stories for the last hour each night.
  - The art show features 29 artists and 54 entries. The openhouse is set for November 19.
  - Galen presented the awards to John Siebach and Corey Tuckness before the Cottonwood

High musical production. He wished that some city officials could attend to help present the awards. Mary Ann said it is difficult to attend all these presentations because there are so many different city awards. Mildred said that is why she wanted to acknowledge these awards at a city council meeting. Mary suggested they are included in the Murray Journal. Mary Ann said she will send info to the Murray Journal.

- The after school musicals will begin in November. Galen asked why there were several directors who live outside of Murray. Mary Ann explained the schools are given the opportunity to select their own directors but nearly all of them don't have interested or qualified individuals in their school community. Mary Ann does try to use Murray residents but it is hard to find enough to staff all of the schools. Mildred suggested we run an ad in the Murray Journal. Mary Ann said she could do that but typically interested people with direction skills have already contacted her. The directors and the schools also recruit parents to help in other capacities. Galen wondered if we could use high school drama students. Mary Ann said they must be an adult to direct. The production staff are required to have a background check and are instructed to always have two adults present.
  - The Symphony and Ebenezer Scrooge productions are scheduled for December. The high school productions were excellent.
  - The winter series ticket sales have dropped almost in half. She noted that the economic situation may have contributed to this although most art groups are experiencing drops in season sales because people prefer to buy individual tickets.
4. The Arts in the Park Series needs two additional concerts that would likely cover the fees with ticket sales. Board members suggested an oldies group which do well. Polynesian groups may be available at a reasonable fee. Galen asked what the demographics are for amphitheater attendance. We typically pull an older crowd although families support family oriented plays. Galen wondered if we could do something like *Lion King*. Mary Ann said there are many plays we could consider. Jared suggested *Annie Get Your Gun* has been revised and would be a great play selection. This year's plays will include *Grease*, *Nunsense*, and hopefully *Annie*.
5. The mission and goals were reviewed. Board members and Mary Ann identified several goals to focus on for the coming year.
- Increase public awareness regarding our programs especially through the web. Mary Ann wants to contract with a company to manage an e-mail list serve for advertising and newsletters. This would save mailing costs. Some may still need regular mail but many are becoming more computer savvy. Judy said senior centers are giving computer classes. Mary Ann said the city does have a web site that includes our programming. Jared suggested having a link that allows people to contact the office with questions or ask to be placed on the e-mail list serve.
  - Utilize the arts for solutions to youth social issues. Jared wanted to participate in discussions about youth social issues and discuss how the board can help the schools address them through the arts. He suggested that the after school musicals might be one possible way. Mildred noted a peer leadership team at the high school has produced plays for elementary schools. Galen suggested the role of the board has been to provide ideas

but not actually implement projects. Mary Ann suggested the board could be directly involved if they wanted to in creating and implementing projects however this can be very time consuming and most board members don't want to commit to that much time. Mary Ann will invite Deb Ashton to discuss some of the social issues and programs being used to address them. Jared suggested each meeting could include a discussion item on how we are addressing these issues.

- Advocate for the Murray Performing Arts Centre and promote a capital fundraising campaign.
  - Educate parents and general public about importance of the arts in the schools. Mary Ann said the board previously ordered booklets for all parents of kindergarten children with this type of focus which were presented to parents at Back to School Night. Board members then sat at a booth to share art activities in the community. Board members would like to repeat this project next fall. Jared said this would be a great place to gather e-mail addresses.
6. Mary Ann discussed some potential solutions to replace the amphitheater floor. The high school director looked at the suggested vinyl product and is very nervous about a vinyl floor because it is difficult to anchor sets. Jared suggested using masonite with marine plywood. Board members felt that Jared and theater personnel were better equipped to make these decisions.